

Staging Your Home

You don't get a second chance to make a first impression.

Image is everything when preparing to show your home to potential buyers. Staging a home is the practice of creating a "flow" in a home by eliminating clutter or rearranging furniture. Staging makes your home more desirable. Often, just by making small changes, the home becomes more appealing to buyers.

- ❑ **Look through your buyer's eyes.** You have an emotional attachment to your home. A Realtor® and home stager will offer you third party insight in how to improve the look of your home and catch things that you may miss.
- ❑ **Think open spaces.** Make sure you have clear paths into each room. Remove any clutter that gives the appearance of a crowded room. Buyers should be able walk freely through every room in the house. Less is definitely more.
- ❑ **Let there be light.** Natural light gives the interior of your home a bright, cheerful feel. Leave shades open, clean the windows and move any furniture that may be blocking the view.
- ❑ **Pay attention to the kitchen and bathroom(s).** Take down magnets and school papers from the refrigerator, clean major appliances, clear off your countertops and put away any other personal items before touring begins. Allow the prospective buyers to imagine what it would look like if they live there.
- ❑ **Don't forget the exterior.** Making sure the outside of your home is attractive is a great first step in getting buyers to look at the inside. Otherwise known as curb appeal, you can create a charming outward appearance by refreshing the landscaping or giving the front door and shutters a fresh coat of paint.

